

## **Auburn Endurance Capital Committee Meeting Minutes 4/23/2013**

Date/Time: April 23, 2013, 10:00 a.m.

Location: Auburn City Hall, Room 10

Present: Cynci Calvin, Harvey Roper, Lisa Kodl, Robert A. Miller, Steve Holden, Colleen Conley

Guests: Jim Northey (Event Biorhythms), John Mackey (webaster)

**Quorum:** Present

### **Public Comment**

- Cynci reported on being at the 2013 Boston Marathon.
- Brief discussion on whether or not to advertise AECW in Tevis Forum or Adventure Sports Journal. General consensus was that ECC should not spend money on advertising.
- ECC's role is to make recommendations for ways to promote Auburn as a community with a healthy lifestyle, rather than to advertise the AECW per se.
  - EDC might be advertising Auburn as an adventure destination with a launch date of Sept. 7 for "Auburn Adventure Day."
  - EDC may want to tap into Bike Auburn funds for this.

**March 26, 2013 Minutes:** Unanimously approved.

### **AECW Website Renovation – John Mackey**

- John MacKey is getting his insurance set up so contract with City of Auburn will go smoothly; should be done by week of April 28.
- Steve and Meliss sent him choice for Wordpress template.
- Site will have calendar and a "contct us" email form.

### **2013-2014 ECC Workplan/Budget for May 13 City Council Meeting**

- Postcards: no need right now for more.
- Auburn Endurance Challenge in collaboration with ARD: \$1,000 for awards
- Working with ARD to administer the program
  - Hugely successful program in the three years it was held and worth resurrecting.
  - Talks are in progress with ARD's Shery Petersen who hope to launch the program in late September.
- AECW Website: \$600 annual fee for maintenance
  - Connected directly to other work plan items (trail etiquette manual, event organizers manual)
  - Provides enhanced AECW visibility and a service to the community with calendars, maps and other information related to area events and news.
- Trail Etiquette manual: no funds needed; will all be on line and created by volunteers.
- Trail usage "on-off" days agreement with State Parks: no funds needed.
  - Jim Northey has data about this from other areas and signs
  - Meetings with State Park (John Brandt)
  - Have access to Bike Auburn funds, but hope not to need them.
- Event Support: no funds needed.
  - Create a manual to assist event organizers with putting on events in Auburn.
  - Would include contact information for city/state officials and department heads.
  - Timeline, etc.
- Marketing/logowear: \$1500
  - Hats, t-shirts, visors with the Endurance Capital logo, to be sold at select businesses who would receive a small profit from each item purchased.
  - Increased Endurance Capital visibility.

- Another option for the general public: Give Froggs the artwork for the AECW logo and allow individuals to order and pay for items with the logo.

**Event Updates**

- May 5: Sierra Foothill Cycling Club's Auburn Bike Festival: 3 rides and many other activities - <http://sfcyclists.com/>
- Equestrian Safety Coalition (possibly: California Equestrian Coalition: <http://www.calequestriancoalition.com/> or Action Coalition for Equestrians: <http://www.acequestrians.org/>) is protesting Tahoe/Sierra 100 Mtn. Bike Race.

**Visitors' Center Updates:** Jan Decker was unable to attend.

Meeting adjourned at 11:30 a.m.

Next meeting: May 14, 2013, 10 a.m., at Auburn City Hall. Meeting will focus on the ARD/Endurance Challenge partnership with Sheryl Petersen representing the ARD.

Tentative Agenda for May 14 meeting (please submit additional suggestions).

- Establish a quorum
- Public Comment
- Approve the April 23, 2013 meeting minutes
- Report on City Council Meeting and ECC Workplan/Budget
- ARD/Endurance Challenge partnership with Sheryl Petersen
- Website updates
- Event updates
- Placer Visitor's Center updates